



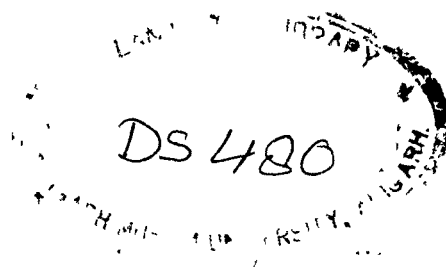
Collegians Attitude Towards Advertisements In Magazines

DISSERTATION SUBMITTED
IN PARTIAL FULFILMENT OF THE REQUIREMENTS
FOR THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION

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1981-82

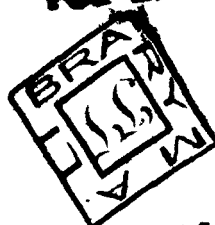


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P R E F A C E

Collegians represent a substantial market segment. There are a large number of products which specifically cater to the needs and wants of collegians. They also exert a considerable influence on many other purchasing activities. The increasing role of students in family, educational, religious, social, culture and political affairs shows that their opinions are valued. As a matter of fact, their role as opinion leaders is increasing. Not only this, they are also future family leads^{er} which means that their role in buying will be all the more important in times to come. Getting the word to such a market is a challenging task for marketing managers, their negative^{out} of mouth can be very damaging for economic health of any business organisation. The youth of today is not likely to tolerate any injustice or dishonesty done by advertising. Advertisements directed towards such market should be appealing, truthful, informative and educative. Such advertisements which are interesting and can support the claims made by supplying good products will earn their goodwill and will also succeed in capturing the market.

In first chapter of Introduction, three very important aspects of advertising are vividly discussed, Advertising a bird's eye view, featured a general essay on Advertising, secondly Advertising in India describes the growth, advantages, Ethics and implication of Indian Advertising Industry, thirdly Magazine advertising also gives an account of growth, development and future of publication media of advertising.

Chapter II On survey design descusses firstly the main objectives of study, as to what main characteristics of Collegians were primarily noticed, Secondly Questionnaire design shows the way in which the Questionnaire was prepared and Research Methodology discusses the sampling plan, population and area, and the various methods used for studying the Collegians attitude towards advertisements in magazines.

The third Chapter on Analysis and Interpretation consist of limitation of study and the analysis of data collected through the study. Various tables are also shown, including interpretation of data.

The last Chapter includes conclusions of the study, implications of numerous inter-relationships and few suggestions are also mentioned to facilitate decision making.


(Vahaj A. Khan)

ACKNOWLEDGEMENTS

With profound sense of gratitude I thank Mr. Kaleem M. Khan, Lecturer, Deptt. of Business Administration for providing me an opportunity of completing my dissertation work under him. He took keen interest in my work and also his vast experience in the concerned field of advertising was of an immense help. I am highly indebted to my friends Mr. Hareed, Mr. Mashhook Khan, Miss. Rubina Syed, Miss. Farhat Dayamakumar for their kind help and co-operation.

It would be ungrateful from my part if I miss out several of these students, who were indeed very prompt and fair in filling up the questionnaire. Without such aid the job would never have been completed. My teachers here at the deptt., deserves a special mention, for making my work, a success.

An overriding debt to my parents who provided me the inspiration needed to complete my dissertation.


-VAHAJ AHMAD KHAN

ADVERTISING

Advertising is multidimensional - an exciting, dynamic and truly challenging enterprise, often misunderstood, but essential to business and industry as we know them today. In recent years advertising has emerged as a powerful economic and social force. Before the Industrial Revolution when goods were produced mostly by small producers, needs of the consumers could hardly be met. It was common for a buyer to seek a seller as it was common for a seller to seek a buyer. Industrial Revolution resulted in mass production which brought in its wake new problems as well. It became imperative for producers to inform, educate and persuade the public to buy the products produced on a mass scale. Thus advertising came to the scene to serve as mass communication media. Thus advertising helps the consumers to make an intelligent choice. Through it, consumers all able to anticipate satisfaction, compare values, and do shopping even before they go out of their homes. Advertising in general creates awareness and builds confidence,

consumers tend to choose the products they know and trust.

Advertising can be viewed as a form of communication, as a component of economic system, and as a means of financing the mass media. It may be also viewed as a social institution, as an art form, as an instrument of business management, as a field of employment, and as a profession. Every occupation, trade and profession has its own language,omenclature and jargon. The practitioner of each field must know and understand the terms used by his or her colleagues. Advertising people must learn its specialised terminology. American Marketing Association (A M A) recommends this definition for Advertising "Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor". It sometimes is also defined as "Advertising is controlled, identifiable information and persuasion by means of mass communication media. The institutions of advertising are the Advertiser, the Advertising Agency, and the Media. Various types of advertising is as follows, National Advertising, Retail Advertising Industrial Advertising, Trade Advertising, Professional Advertising and Non-product on Idea Advertising.

Hence advertisements which we see are end products of a series of investigations, strategic plans, tactical decisions and execution that all together comprise the total advertising process.

ADVERTISING IN INDIA

Advertising in India on an increasing trend.

There are over three hundred advertising agencies in India which account for an annual expenditure of about Rs.2000 million, in pursuit of the art of persuading the consumer. For, in India, there is no law on Advertising, no code of conduct worth the name, no forum for redress and no authority to ensure discipline. Thus without any professional background or obligation, anyone is free to persuade the public in any way he wanted to sell anything.

Compared to U.S.A., our advertising expenditure is negligible. In India per head expenditure on advertising is 30 pence compared to 180 in U.S.A. But recently there has been a tremendous growth in advertising expenditure. A 16 page issue of the Times of India exposes to a reader something like 617 advertisements. In a 64 page issue of the Illustrated Weekly of India, some 18 pages consists of Advertisements. While watching a popular television programme like ~~chayya~~ Geet or the feature film on Sunday evening, a procession of 40 or so advertising commercials would aim to make the

viewer's acquaintance.

A single quarter page advertisement in a newspaper like the Times of India will reach approximately 26 lakhs readers in a matter of hours and at cost of just Rs. 4.36 paise per 1,000 persons reached. A 10second advertisement on Chhaya Geet in Bombay will be telecast to 28 lakh viewers at a cost of only Rs. 1.30 paise per 1,000 viewers. Advertising also reduces the cost of communication.

In India, nearly all the products are being advertised for their survival. Other than consumer products advertisement, other that feature in a classified columns are advertisements like Bridegrooms wanted, Accommodation wanted or situation vacant. As a famous advertising man remarked "Advertising is what you do when you can't go see somebody. You either don't know him or it would take too much time and effort to go and talk to him". In such a situation advertising accelerates the process of communication. Advertising is debate, where competing manufactures argue the merits of their brands so that they may win the public's favour. When people criticise competitive advertising, they are really attacking the competitive process. Competition, which incidently, is the avowed policy of the government,

involves considerable duplication and waste. But it also results in a choice of brands for the consumer, an impetus to improve product quality by manufacturers as well as pressure on them to keep prices as competitive as possible. In today's economy, it is advertising that is helping divert expenditure from scarce goods to avoidable ones, it is advertising that is supporting the public sector's efforts into key areas such as machine tools, fertilisers, tourists, pharmaceuticals, banking and insurance, it is advertising the acceptance of import-Substitute products, and it is the advertising that will play a significant role in the launching of new technological advance products, bringing a new tomorrow for the citizens of India.

UNETHICAL ADVERTISING BY INDIAN ADMEN:

Says one much experienced adman. "Until the need to hard sell a client's product and the intense competition between agencies for major account drove many visualisers and copy writers to resort to methods which lay in the shadowy area between what is ethical and what is not." Some of the techniques include (1) the use of a peer image to play upon the human need for approval. For example, most food products all cooking accessories are promoted through

the suggested approval of a mother-in-law, a grand mother or husband and the children (2) By playing on urge to succeed in a competitive world. Several suitings, cigarettes and perfumes are promoted through suggestions that their use will bring material, professional, personal or even sexual success to uses. There was once an ad which said that the use of a bust eveloper would improve a woman's chance of marital happiness (3) The use of stamp of authority to promote a product which claims to give better health. In such cases, fake doctors sell tooth paste, 'food' drinks, tonics and other "health-giving" foods. Popular doctors and actresses endorse a product and sing its praises suggesting that its use will make consumer as glamorous, dashing and attractive as the film stars. Soaps, cigarettes, sarees and other such lifestyle products often fall in this category.

SOCIAL RESPONSIBILITY

At a time when the role of many companies, particularly multinationals, is under question, colgate-palmolive company just released an advertisement, headlined "A Report on Contribution to the Community", an advertisement such as this enables informed discussions about what some companies are doing to fulfil their role as corporate citizens. A series

of advertisements was run by Pexico electricals and Electronics, makers of the Philips brand of lighting and other products. In this advertising campaign the reader was confronted with questions such as: "You've seen the dark side of the power short aff. Is there a bright side too?". Each advertisement in the series went on to explain how planned lighting could alleviate the country's power shortage and mentioned how lighting in dusty has for years been working on lamps and electric lighting systems that can save on electricity with out making any compromises in the quality and levels of lighting. Such ads. has a positive role to play in a so etal development, an effort that indeed deserves a thunderous applause.

The big cities where advertising is concentrated willsoon reach 10 million in number, urbanisation has been at the unprecedented rate of 46% in the last decade. And media availability is growing invitingly. Per counter the citizens tends to take the printed word seriously, we have no Aldous Huxley to exhort that children be taught to distrust advertisements. It is in this context that advertising profession must ask itself if it should dish out vulgarity and spoof, hoodwin king the chart to approve the buxom model in bikini,

why page 13 is
10m out?

whether it is car tyres or bath room tiles he seeks to sell.

The black sheep cannot bring a bad name to the flock. Self-regulation through council is the best solution. With 15 agencies bilting more than Rs. 10 million each year it should not be difficult to think of responsible Indian Advertising.

During the recent ADGRO-82 held in New Delhi, L.K. Jha, Chairman of Economic Administration reforms commission, said that "Advertising should not be a tool of consumer exploitation. It should help them to raise their income levels by giving them the right message in the right way. Practitioners in advertising could play a tremendous roll in a nation's development process, as for instance in promoting family planning, the adoption of better seeds and judicious use of fertilisers by farmers, conservation of forests, alternate sources of energy, economic land utilisation etc."

From a turn over of a mere Rs. 3.75 crores in 1961, advertising expenditure in India went up to an estimated Rs. 253 crores in 1980. Although it is planuts compared to the \$ 100 Billion world wide advertising business.

The fact that the growth rate of advertising expenditure is 15% per year compared to 13% or less in developed countries such Germany, France, Sweden, and Japan. In India 23 years after TV first came to the country advertising expenditure on this medium is a mere 5.53% as compared to 7.3% on the radio and 69.59% on press.

More significantly, total advertising expenditure here is directed out only 20% of the population, since more than 25% of the populace is still illiterate while about 55% ekes out a living below the poverty line. Consequently advertising expenditure is concentrated on promoting cotton textiles (Rs.10.5 crores) electrical goods (Rs.3.9 crores) and pharmaceuticals (Rs.5.9 crores) to the minority who can afford them.

David Ogilvy, an uncrowned king of the advertising world, commenting on Indian advertising "There is really no advertising in India . Advertising expenditure in the United States is 600 times more than in India, where expenditure per head is a mere 30 cents. There is so little advertising in India, and of this very little is used for social purposes. The quality of Indian advertising has improved but it has a long way to go. Many newspaper advertisements are

technically incompetent. But the question that surrounded Indian advertising is not its technical merit. The classic line of defence is that advertising influences a working man to buy goods and adopt new habits which will improve his quality of life". Commenting on Indian Advertising campaigns Mr. Ogilvy stated "Most of the advertising here is amatuarish. It is also technically incompettent. I donot believe they have any effect on anybody. It is a waste of money. Such advertisements throw the money out of the window."

MAGAZINE ADVERTISING *****

Growth:

In 1741, two magazines were published in Philadelphia i.e, USA. Bothe failed, and the following centry^u saw many attempts to establish magazine ventures. During the last decades of the 1800s, magazines began to assume increasing importance. In that period, Lord and Thoman concentrated on religious and agricultral periodicals, becoming the exclusive agents for many of them. A fter the Civil War, a young space salesman, J.Walter Thompson, decided to focus on the general magazine field, particularly the just emerging area of women's magazines. He provided advertisers with a list of several dozen from which they could choose. Until television arrived, magazines were the largest national advertising medium. Magazine advertising expenditures climbed from less than \$ 100 million in 1933 to \$ 2 billion on 1980.

ADVANTAGES

A growing population, growing economy, greater per-

-sonal income, more education and more leisure time are all factors contributing to rapid growth of magazine circulation unlike newspaper which appears to all kinds of people within a particular community, the magazine appeals to particular kinds of people in all kinds of communities. The life of an advertisement in a daily newspaper is short- rarely longer than a day. A magazine advertisement continues to 'live' and produce results for a week, a month, or even longer while newspapers are limited in the quality of R O P reproduction most magazines of any size or importance often higher quality paper and printing. At their best, magazines give advertiser elegant reproduction. The deadline for the insertion of newspaper advertising is usually two or three days in advance of publication. Such flexibility for the advertiser is impossible with a magazine advertisement. The newspaper is primarily a national medium .

READER INTEREST

Magazine reading provides a wide variety of satisfaction. Women read women's magazines, such as Woman's Era, Eve's Weekly, Femina, for practical information concerning cooking, home decorating, entertaining, gardenning, and home management; also for social orientation such as how to handle guests, the kinds of food appropriate for specific occasions etc/

Modern large circulation magazines are opening up new worlds of knowledge and ideas to their readers. Well known, authoritative articles on science, economics, art are now a regular feature in magazines. Reader's Digest reports that "As recently as 1930 the average large circulation magazine was 70 percent fiction, today it is 70 percent non-fiction".

Classification of magazines:

Magazines in India can be broadly categorised as follows:

1. Women's magazines
2. Consumer magazines
3. Industrial publication
4. Business magazines
5. Film magazines

Women's magazines have three or four very prominent magazines like Femina, Eve's Weekly, Woman's Era etc.

Consumer magazines have the bulk of market share as most of the magazines in India are consumer oriented. Such as India Today, Sunday, Illustrated Weekly etc.

Business magazines are the recent innovation in Indian Industry and are fast growing. Major ones are Business India

Business World; English Film magazines are also very popular in India and are read by more than 40% of the magazine readers. Some important ones are star dust, Filmfare, Star and Style, movie, Cine Blitz etc.

Besides these magazines, several regional magazines too are published in India. As our country has got many languages, every language possess magazines based on the taste of the regional people. Magazines are also classified by frequency of publication. Whether they are issued weekly, biweekly, monthly etc.

Advertisements in magazines play a very important role in bringing down the price of a publication. In a statement in India Today it was mentioned that the cost of the magazine came up to more than Rs. 15 minus advertisements. As the literacy level is increasing, family income growth and more leisure time has increased the circulation of magazines in India. Similarly it has been assumed that the effectiveness of advertisements would increase if placed in magazines with wide circulation.

COST OF PLACING ADVERTISEMENTS IN MAGAZINE

Cost of advertisements very on many conditions

(1) Magazine cost per thousand:

The standard method of comparing magazine advertising costs focuses on the cost of delivering one full-page black-and white advertisement to 1000 homes.

Formula for applying this technique is

$$\frac{R \times 1000}{C} = \text{C P M}$$

R = rate for one page, black and white

C = actual circulation

CPM = cost per thousand

Advertisements cost varies according to the size of the advertising copy too. If the copy size is only half-page. The cost is minimum, likewise cost of 2 pages ad. is maximum. Hence we see maximum advertisements in full page size. Also the colour of an ad. has influence on cost. If only two colours are mixed it would be lower, and increases with the increase in colour. Hence black and white are priced lowest, compared to the colour advertisement. Thirdly wide circulation of a magazine enhance the advertisements effectiveness, hence the price. Lowly circulated magazines charge

lower prices, naturally. Fourthly the cost varies on the basis of frequency of publication. Monthly magazines charge most, then fortnight ones, then weekly ones.

Magazines now are very often for all types of advertisements, because of consumers selectivity. Appropriate product ads. can be placed among those type of particular readers. Hence these phenomenon helps the producer to reach the prospective markets directly.

OBJECTIVES OF STUDY

The main objectives for studying/ Collegians attitude towards advertisements in magazine was as follows:

1. To find out the general social background of students of Aligarh Muslim University, for example age, sex, etc.
2. To find out the educational background and medium of instruction in shcool of the Collegians.
3. General information concerning the economic background of the collegians like, parent's profession, parent's income.
4. Reading habits of collegians and also their preference for some leading national and international magazines.
5. General attitude of collegians towards basic advertisements in magazine, either they have positive approach or a negative one.
6. Extent to which collegians read advertisements in magazines, the size they preferred and also the preference for a coloured or black&white

full page advertisements.

7. Selection of most appropriate personalities to be featured in an advertising copy.
8. To evaluate the attitude of female and male collegians towards magazine advertisements seperately and then jointly, respectively.
9. To study the attitude of post graduate and undergraduate in female and male section respectively.

QUESTIONNAIRE DESIGN

A questionnaire is similarly a formalized set of questions for eliciting information. As such its function is measurement in market research. When the questionnaire is administered by means of the telephone or by a personal interview, it is often termed as interview schedule.

A questionnaire can be used to measure

- (i) behaviour -past, present, or intended
- (ii) demographic characteristics -age sex, income, occupation
- (iii) level of knowledge
- (iv) attitudes and opinions.

Three types of error are influenced by the questionnaire itself. Surrogate information error can be a problem if the researcher has not clearly defined the types of information needed to solve the management problem. The questionnaire design can affect the response rate, both to the over all instrument and to specific items on the questionnaire. Most critical problem in questionnaire construction is measurement error.

Thus questionnaire design remains very much an art form. A sound questionnaire depends on common sense, concern for the respondent a clear concept of the needed information, and thorough pretesting. The discussion of questionnaire construction techniques focuses on seven areas.

1. Preliminary considerations
2. Question content
3. Question wording
4. Response format
5. Question sequence
6. physical characteristics of the questionnaire
7. The pretest.

All the questions in my questionnaire were based on multiple choice response format, except for question number 9 and 6 were based on open-ended question format, also on ranking method. Starting with the socio-economic background of respondents, besides name, the initial question inquired about the age of the collegians. Four different age levels were chosen and the collegians had to tick the column to which they belonged. Second question was concerned about the sex. Third question differentiated the collegians on their education level, whether they were studying in under-graduate courses or in post graduate programmes. Medium of instruction in school has got

a tremendous influence on the collegians right through their career. Fifth question emphasized on this and the respondents were asked whether they belonged to the English medium school or any other language school.

After their personal introduction, the profession of parent's or guardian was also considered. This could help out to find as to how many collegians belonged to one particular professional group. This question was also open-ended and the respondents had to fill up the space by writing the profession of their parents. Next question followed up by asking the students about the incomes of their parents. With this we can find out as to how many students can afford to buy magazines from their own expenditure. From question number 8 started the real questionnaire. This question inquired from the respondents whether they were the regular readers of magazines or not. Again a simple yes-no question. Question 9 was an open ended one, asking the respondent to name any five magazines they read, according to the order of preference. Ample space was provided and respondents were asked to write on it.

Question number 10 was the most crucial and important one, in the whole of the questionnaire. Six statements

were choosen and the respondents were asked to select the one which they considered the most appropriate. The first three statements stated the negative aspects of magazine advertisements, in the descending order. Meaning that the first statement was very harsh, second a bit lesser and third a little less harsh. The next three questions emphasis on the positive aspects of advertisements in the ascending order. The rourth statement was favouring advertisements, fifth one praised it and finally the sixth question gave the highest ranking to magazine advertisements. Hence the degree of like or dislike of respondents towards magazine advertisements could be very easily calculated.

Question 11 could be instrumental in finding out the percentage of attention, paid to magazine advertisements. The first answer was through reading i.e., more than 50%. They come in the readed most category. Second one was partial reading ei., less than 50%. They are the Associated readers who reported they had seen or read any part of the ad. containing the name of the product or advertiser. Third answer was on casual reader, i.e, noted readers who reported to have merely notice the advertisement in an issue.

Question 12 was to find the most appropriate size of an advertising copy. Whether the respondents wanted half-page, full page or tow pages all could be find out from this question.

Question 13, inquired about the probability of reading allocated to a full page colour, or black and white advertisement. This is partly open-ended question and the respondents were asked to write the percentage of probability.

The last question consisted of four answers -Models, film stars, Eminent persons, sportsmen and the respondents were asked to rank them in order of preference. This were to find out the best possible personalities to be featured in the advertising copy.

RESEARCH METHODOLOGY

'Collegians attitude towards advertisements in Magazines' is my topic for dissertation. Since Aligarh Muslim University, itself is a central University and students from various parts in India are getting educated here, my sample contained students from this place. Roughly 150 collegians were provided with questionnaire and interview was done personally. This helped me a lot in avoiding ambiguity or fear in answering to any questions that could not be followed by the respondent.

SAMPLING

Sample number of 150 students was divided equally between female and male students, ie., 75 females and 75 males. Furthermore the level of education ie., undergraduates and post graduates was also taken into consideration.

Among the 75 male students 55 were under-graduates and 20 post-graduates. In the under graduate section only

professional students ie., Engineering and Medical students were considered, hoping that they belonged to the elite class among the students community. In the post graduate section, students from various courses such as management, medicines, engineering, science, arts and commerce slected. This was done because generally all post graduate students are partly matured enough and all independent in their thinking.

Among the 75 female students, again 50 gils were undergraduates and 25 from the post graduate programmes. In the under graduate section, 20 girls were from arts, sicence, background and rest 30 girls were mostly medicos, followed by engineers ie., professional students. 25 post-graduate girls were studying management, medicine, arts and sciences.

SAMPLE AREA

Aligarh Muslim University was choosen the sample area because of its centalised nature. It was taken care that studen from all over India were covered, most prominent being ones from Delhi, Hyderabad, Trivandrum, Kanpur, Allahabad, Lucknow Bombay, Srinagar and Calcutta. Hence the sample covered nearly all the students from various parts in India. No doubt, equal distribution was missing from the scene, but every city was ade

adequately represented.

All the students were approached at their respective hostles, in leisure time, so that they could attend to the questionnaire with more receptive frame of mind. No influence of the researcher was thrust on them, as they were freely asked to be all but artificial in their approach. I spend more than a week surveying students, who usually took a little over 10 minutes in filling up each form. Usual procedure was adopted, in the sense that form was given to the respondent and was taken back at a time that was convenient for the respondents.

CHAPTER - III

LIMITATIONS OF STUDY
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The main limitations of the study are the following:

1. It is very difficult to generalize the main findings since the sample size was very small.
2. No survey has been conducted to know the attitudinal reaction of the readers to different advertisements.
3. Sample was limited to Aligarh. There is no guarantee that the students from various cities represent the actual behaviour of their counter parts actually residing there.
4. There seem to be some bias in respondent attitudes favouring the top national magazines. Their parents income sometimes showed that it was not possible for all of them to purchase such costly magazines.
5. The study period is another limiting factor. Selection of different periods may result in findings different from the present ones.
6. The study is not confined to any particular products class advertisements in magazines. Respondents are

liable to pay more attention to advertisements of product in which they have interest.

7. Reading habits of collegians also seems to be biased because more than 95% of them stated that they were regular readers of minimum three magazines in a month.

ANALYSIS OF DATA

SOCIO-ECONOMIC ASPECTS OF GIRL RESPONDENTS

Age: Out of the total 75 girls interviewed only 8 were below 18 years, as they had just joined the University. 25 girls were under the age group of 18-20 and 23 girls in the group of 20-22. Girls above 22 years of age were numbered 19.

Distribution According to Age

Age group	No. of girls	% of girls
Below 18	8	10.6
18 - 20	25	33.4
20 - 22	23	30.6
22 and above	19	25.4
Total	75	100

EDUCATION

50 girls were under-graduates and 25 were in the post-graduate programmes.

Undergraduates and Post Graduates in the Sample

Level of Studies	No. of girls	Percentage
Under-graduate	50	66.6
Post-graduate	25	33.4

MEDIUM OF INSTRUCTION OF GIRL RESPONDENTS

Respondents were drawn both from English and non-English (Hindi or Urdu) schooling background 60 girls were from English medium Schools and 15 from non-English Schooling background.

Distribution of Collegians by their Medium of Instruction in School

table contd...

Medium of Instruction	No. girls	Percentage
English	60	80
Non-English	15	20

PARENT'S/GUARDIAN'S PROFESSION:

Distribution of Girl Respondents According to Parent's Occupation

Occupation	No. of girls	Percentage
Govt. servant	24	32
Business	18	24
Teacher	12	16
Engineer	8	10.65
Doctor	8	10.65
Agriculturist	5	6.7

PARENT'S / GUARDIAN'S INCOMEDistribution of Girls According to their Parents
Monthly Income

Income levels	No. of girls	Percentage
Below 500	1	1.4
500 - 1000	15	20
1000-1500	9	12
Above 1500	50	66.6

ATTITUDE OF GIRL RESPONDENTS TOWARDS ADVERTISEMENTS IN
M A G A Z I N E SRegularity:

70 girls respondents stated that they were regular readers of magazines; only 5 girls gave the answer in negative.

Distribution of Girls According to their Regularity in
Reading Magazines

contd....table

Regularity	No. of girls	Percentage
Regular readers	70	93.4
Irregular readers	5	6.6

PREFERENCE FOR VARIOUS MAGAZINES

Respondents were asked to write the names of the magazines they read in order of preference. After third preference, few girls did not write anything, indicating that they read only 3-4 magazines.

contd..... table

Distribution of Girls Based on their Preference for Various Magazines

Order of Preference	India Today	Readers Digest	Sunday	Illustrated Weekly	C.S.R	Femina	Eve's Weekly	Women's Era
I	10	14	4	2	7	4	2	3
II	8	2	5	15	2	13	0	1
III	4	7	7	5	4	9	1	4
IV	4	3	7	5	0	7	11	4
V	0	5	7	7	2	5	11	0

Order of Stardust Star and Filmfare Cine Hindi (Sari- Urdu (Bano Shama Sc.Mag. National Society preference of Star Style Blitz ta, Dharmayug) Bismil Sadi (Sc.Today, Apogrophic for you)

I	4	4	3	2	3	5	5	3	1	1
II	8	1	3	0	3	3	5	3	1	2
III	6	8	3	2	1	6	2	2	2	2
IV	4	2	2	0	2	4	3	3	1	2
V	2	3	1	1	2	0	2	2	1	3

Note: Figures are number of girl students

SELECTION OF MOST APPROPRIATE STATEMENT

Six statements were given and the respondents were asked to choose the one which they considered the most appropriate maximum (32) number of girls said that they preferred. Statement IV, which is a positive attitude towards advertisements.

Distribution of Girls According to their Selection of Most Appropriate Statement

Statement	No. of girls	Percentage
I	3	4
II	18	24
III	9	12
IV	32	42.6
V	7	9.4
VI	6	8

As the first three statements emphasised on negative aspect of advertising, 40% of the girls favoured

it. Rest 60% stated that advertisement in magazines were justified. Nearly one fourth girls stated that magazines publish too much advertisement likewise, only 4% wanted that there should be no advertisements in magazines. Nearly 18% of girls favoured the extremely positive aspect of magazine advertisement and 28% favoured extremely negative aspect.

ATTENTION PAID TO ADVERTISEMENTS IN MAGAZINES

Most of the girls (57.4%) state that they paid caused attention towards magazine advertisements. 24% read them throughout and 18.6% gave a partial reading.

Attention Extent of Girls To Magazine Advertisements

Statement	No. of Girls	Percentage
I Through reading (More than 50%)	18	24
II Partial reading (less than 50%)	14	18.6
III Casual reading	43	57.4

SIZE OF ADVERTISING COPY

It is generally argued that size of an advertising copy has tremendous effect on inquires. The trend is towards half-page and full-page advertisements. It may be due to the fact that large size advertisements elicit more inquiries than small sized advertisements. Secondly, detailed information about product specification, salient features and some other pertinent information may be given in bigger size advertisements.

Distribution of Girls According to Their Preference of Size Advertisement Copy

Size	No. of girls	Percentage
Half page	20	26.7
Full page	50	66.7
Two pages	5	6.6

COLOUR OF ADVERTISEMENTS

Colour in advertisements influences the behaviour of individuals and may vary over a period of time.

(i) Attraction Towards Colour Advertisements

Attraction Percentage	No. of girls	Percentage
Till 70%	23	30.6
Morethan 70%	52	69.4

(ii) Attraction Towards Black & White advertisements

Attraction Percentage	No. of girls	Percentage
Till 50%	44	58.6
Morethan 50%	31	41.4

PERSONALITIES IN ADVERTISING COPY

Four types of prominent personalities were listed and the girls were asked to rank them in order of

preference. Models, filmstars, Eminent persons and sportsmen were the types of personalities involved.

Preference For Personalities in Advertising Copy

Order of Preference	Models	Filmstars	Eminent Persons	Sportsmen
I	43	17	12	3
II	15	24	17	19
III	9	30	22	24
IV	11	13	24	27

Note: Figures are number of girl respondents

Preference for Prominent Persons in Percentages

Order of Preference	Models	Filmstars	Eminent persons	Sportsmen
I	57.4	22.6	16	1.4
II	20	32	22.6	25.4
III	12	26.6	29.4	32
IV	14.6	17.4	32	36

Another method for finding out the most preferred persons in the advertising copy is by multiplying number of girls who rated models first by 1, similarly second rating by 2, third by 3 and fourth by 4. Then adding up all the numbers, i.e., for models. Same procedure is adopted for filmstars, eminent persons and sportsmen. The total which sums to a minimum is the most preferred one.

Models	43 x 1	+	15 x 2	+	9 x 3	+	11 x 4	= 144
Filmstars	17 x 1	+	24 x 2	+	20 x 3	+	13 x 4	= 177
Eminent person	12 x 1	+	17 x 2	+	22 x 3	+	24 x 4	= 208
Sportsmen	3 x 1	+	19 x 2	+	24 x 3	+	27 x 4	= 221

Models	Film stars	Eminent person	Sportsmen
Total 144	177	208	221
Rating I	II	III	IV

SOCIO-ECONOMIC ASPECTS OF MALE RESPONDENTS

Age: Out of total sample of 75 male students, no one

belonged to the age group of below 18, 9 respondents from 18-20, 44 from 20-22 and 22 from above 22 years of age.

Distribution According to Age

Age group	No. of girls	Percentage
Below 18	0	0
18-20	9	12
20-22	44	58.6
Above 22	22	29.4

EDUCATION

50 boys were under-graduate and 25 were in the post-graduate programmes.

Under Graduates and Post-Graduates in Sample

Distribution of Male Respondents According to Level of Education

Level of Studies	No. of boys	Percentage
Under-graduate	50	65.6
Post-graduate	25	33.4

MEDIUM OF INSTRUCTION OF COLLEGIANS

Respondents were drawn both from English and non-English Schooling background. 60 boys were from English medium Schools and 15 from non-English School background.

Distribution of Males by their Medium of Instruction in School

Medium of Instruction	No. of boys	Percentage
English	60	80
Non-English	15	20

PARENT'S / GUARDIAN'S PROFESSIONDistribution of Male Respondents According to their Parent's Occupation

Occupation	No. of boys	Percentage
Govt. Servant	26	34.8
Business	15	20
Teacher	10	13.3
Agriculturist	9	12
Engineer	8	10.6
Doctor	4	5.3
Lawyers	3	4

PARENT'S / GUARDIAN'S INCOME

Distribution of male respondents according to their Parent's
Income (Monthly)

Income levels	No. of boys	Percentage
Below 500	6	8
500-1000	7	9.3
1000-1500	18	24
Above 1500	44	58.7

ATTITUDE OF MALE RESPONDENTS TOWARDS MAGAZINE ADVERTISEMENTSRegularity:

72 boys stated that they were regular magazine readers, only 3 gave answer in negative.

Distribution of Male According to Their Regularity in Reading
Magazines

Regualrity	No. boys	Percentage
Regular Readers	72	96
Irregular Readers.	3	4

PREFERENCE FOR VARIOUS MAGAZINES

Respondents were asked to rank 5 magazines in order of preference. Many students said that they read only 2 or 3 magazines, hence there are insufficient numbers in 3rd, 4th and 5th preference.

table on next page....

Distribution of Male Respondents Based on Their Preference for
Various Magazines

Order of Preference	Sunday	India Today	C . S . R	Readers Digest	Illustrated Weekly	Film Magazines (Stardust, Filmfare, Stardust, Cineblitz, Movie, etc.)
I	18	15	11	6	6	6
II	17	20	4	6	9	4
III	10	3	8	4	11	13
IV	2	2	5	2	1	14
V	5	3	3	0	3	6

Order of Preference	Hindi Magazines (Sartita, Dharmayug)	Sports Magazines (Sportsweek, Sports World)	Science Magazines (Science Today, Electronics for you)	General Magazines (Probe, Span, Caravan, Debonair, Link, Society)	Foreign Magazine
I	4	3	2	2	1
II	3	4	3	5	2
III	4	8	3	6	3
IV	4	4	3	3	5
V	0	2	3	3	4

Note: Figures are number of male students.

SELECTION OF MOST APPROPRIATE STATEMENT

Six statements were given and the respondents were asked to choose the one which they considered the most appropriate. 34 boys said that they preferred statement IV, a positive attitude towards advertisements.

Distribution of Males According to Their Selection of Statements

Statement	No. of boys	Percentage
I	1	1.3
II	1	1.3
III	9	12
IV	34	45.4
V	28	37.4
VI	2	2.6

Only 11 boys favoured the negative aspects of advertising and a prolific score of 64 was in favour of positive advertising. Only 2 boys stated that they had a very negative feeling towards advertising. Likewise 30 boys favoured extremely positive attitude towards advertising. An astonishing 37.4% boys said that advertisement reduces the

cost of magazines.

ATTENTION PAID TO ADVERTISEMENTS IN MAGAZINES

Most of the boys ie, . ie. 46.7% said that they paid casual attention towards magazine, advertisement. 4% read magazines partially and 13.3 read thoroughly.

Attention extent of Boys to Magazine Advertisement

Statement	No. of boys	Percentage
I Thorough reading (more than 50%)	10	13.3
II Partial reading (less than 50%)	30	40
IIICasual reading	35	46.7

SIZE OF ADVERTISING COPY

It is generally argued that size of an advertising copy has tremendous effect on inquiries. The trend is towards half-page and full-page advertisements. It may be due to the fact that large size advertisements elicit more than inquiries than small sized advertisements. Secondly, detailed information about product specification. Salient features and some other pertinent information may

be given in bigger size advertisements.

Distribution of Male According to Size of Advertisement Copy

Size	No. of boys	Percentage
Half-page	23	30.7
Full-page	47	62.6
Two-pages	5	6.7

COLOUR OF ADVERTISEMENTS

Colour in advertisements influences the behaviour of individuals and may vary over a period of time.

(i) Attraction towards colour advertisements

Attraction percentage	No. of boys	Percentage
Till 70%	29	38.6
Morethan 70%	46	61.4

(ii) Attraction Towards Black & White Advertisements

Attraction percentage	No. of boys	Percentage
Till 50%	55	73.3
Morethan 50%	20	26.7

PERSONALITIES IN ADVERTISING COPY

Models, filmstars, Eminent persons, and Sportsmen were the four types of personalities that were to be ranked in order of preference.

Preference for personalities in Advertising Copy

Order of preference	Models	Filmstars	Eminent persons	Sportsmen
I	30	6	26	13
II	17	16	21	21
III	9	3	16	19
IV	18	22	11	24

Note: Figures are number of male respondents

Preference for Prominent Persons in Percentages

Order of preference	Models	Filmstars	Eminent person	Sportsmen
I	40	8	34.6	17.4
II	22.6	27.4	28	28
III	12	29.3	14.7	32

Another method for finding out the most preferred persons in advertising copy is by multiplying number of boys who rated models first by 1, Similarly second rating by 2, third by 3 and fourth by 4. Then adding up all the numbers i.e., for model etc. Same procedure is adopted for film stars, Eminent persons and sportsmen the most preferred one:

Models	30	x	1	+	17	x	2	+	9	x	3	+	18	x	4	=163
Filmstars	6	x	1	+	16	x	2	+	31	x	3	+	22	x	4	=219
Eminent person	26	x	1	+	21	x	2	+	16	x	3	+	11	x	4	=160
Sportsmen	1	x	13	+	21	x	2	+	19	x	3	+	24	x	4	=208

	Models	Filmstars	Eminent persons	Sportsmen
Total	163	219	160	208
Rating	II	IV	I	III

SOCIO-ECONOMIC ASPECTS OF COLLEGIANS

table....contd

Distribution of Collegians According to their Sex

Sex	No. of Collegians	Percentage
Male	75	50
Female	75	50

Distribution According to Age:

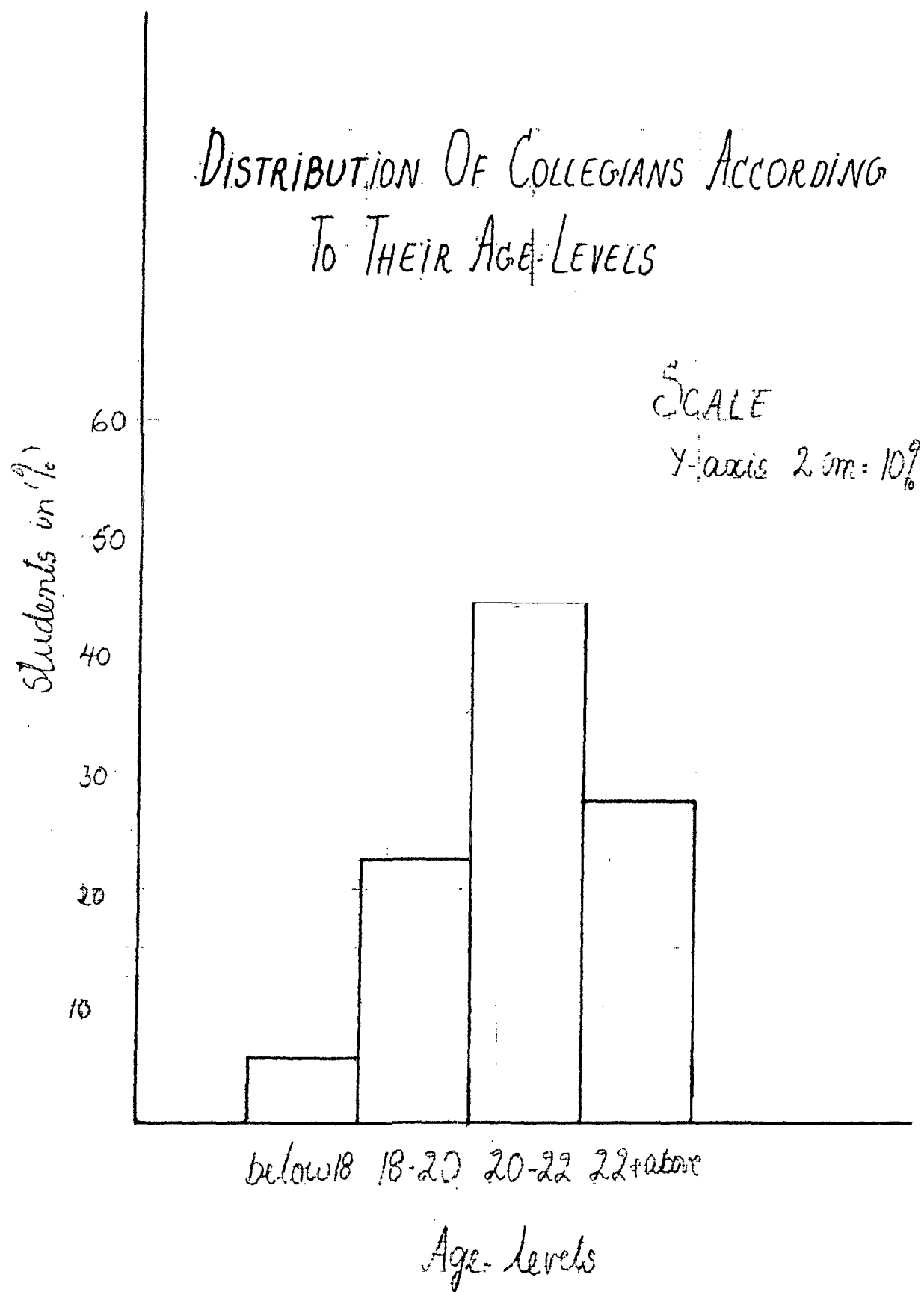
Only 8 students in the group of below 18, 34 students in the group of 18-20 maximum students ie. 67 in the group of 20-22, and 41 were above 22 years of age

Distribution of Collegians According to their Age

Age group	No. of Students	Percentage
Below 18	8	5.3
18-20	34	22.7
20-22	67	44.6
Above 22	41	27.4

EDUCATION:

100 students were under-graduates and 50 were in the post-graduate programmes. Under graduate and post



graduates in the sample.

Distribution of Collegians According to Their Level of Education

Level of Students	No. of Students	Percentage
Undergraduate	100	66.6
Post-graduate	50	33.4

MEDIUM OF INSTRUCTION OF COLLEGIANS

Respondents were drawn both from English and non-English (Hindi or Urdu) Schooling background. 120 students were from English medium Schools and 15 from non-English Schooling background.

Distribution of Collegians by Their medium of Instruction In School

Medium of Instruction	No. of Students	Percentage
English	120	80
Non-English	30	20

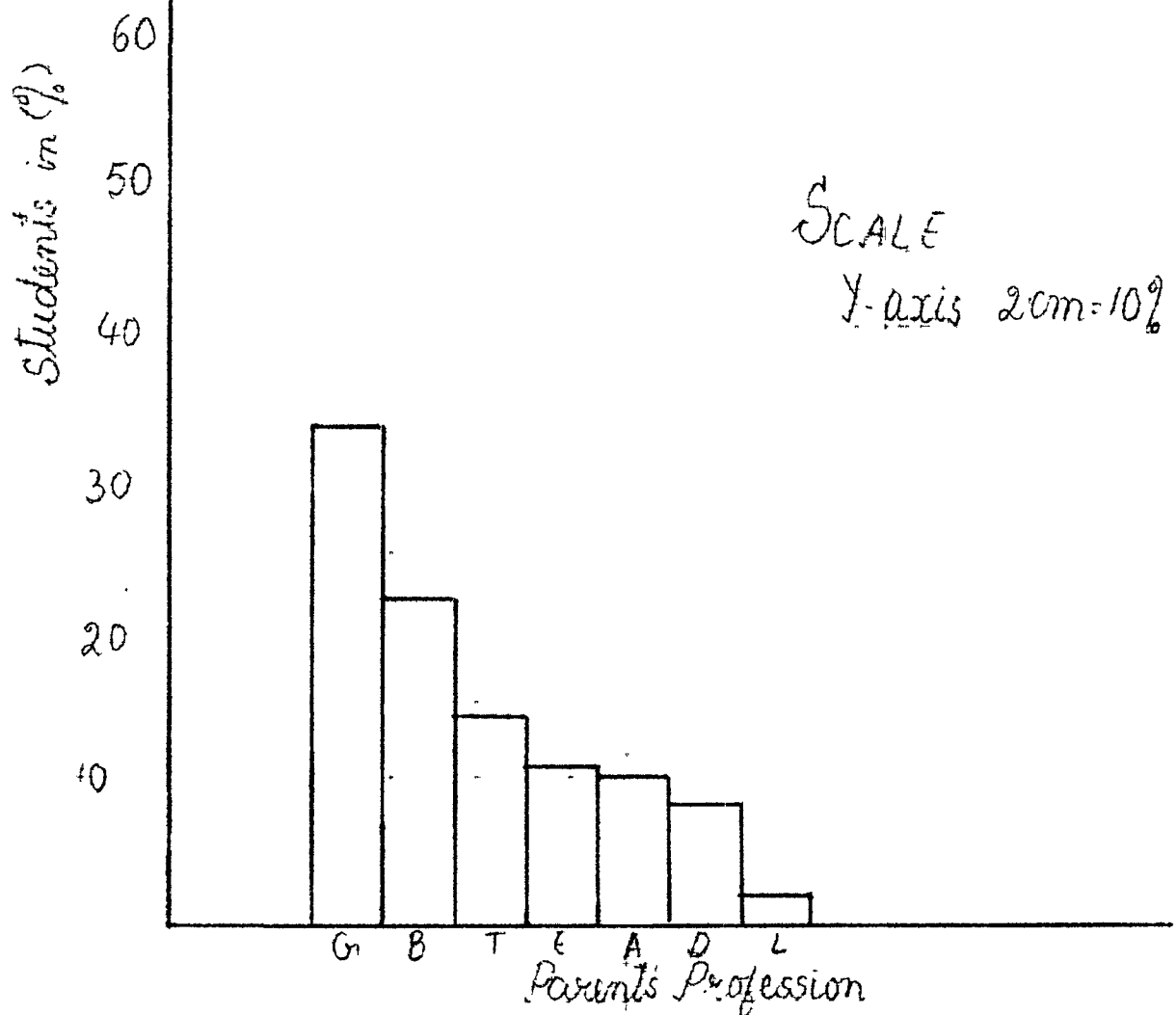
PARENT'S/GUARDIAN'S PROFESSIONDistribution of Collegians According to Parent's Occupation

Occupation	No. of Students	Percentage
Govt. Servant	50	33.3
Business	33	22
Teacher	21	14
Engineer	16	10.5
Agriculturist	15	10.1
Doctor	12	8.1
Lawyer	3	2.0

PARENT'S / GUARDIAN'S INCOMEDistribution of Collegians According to Thier Parents
Monthly Income

Income levels	No. of students	Percentage
Below 500	7	4.7
500-1000	22	14.7
1000-1500	27	18.0
Above 1500	94	62.6

DISTRIBUTION OF COLLEGIANS ACCORDING TO THEIR PARENT'S PROFESSION



DISTRIBUTION OF COLLEGIANS ACCORDING TO THEIR PARENTS' INCOMES

SCALE

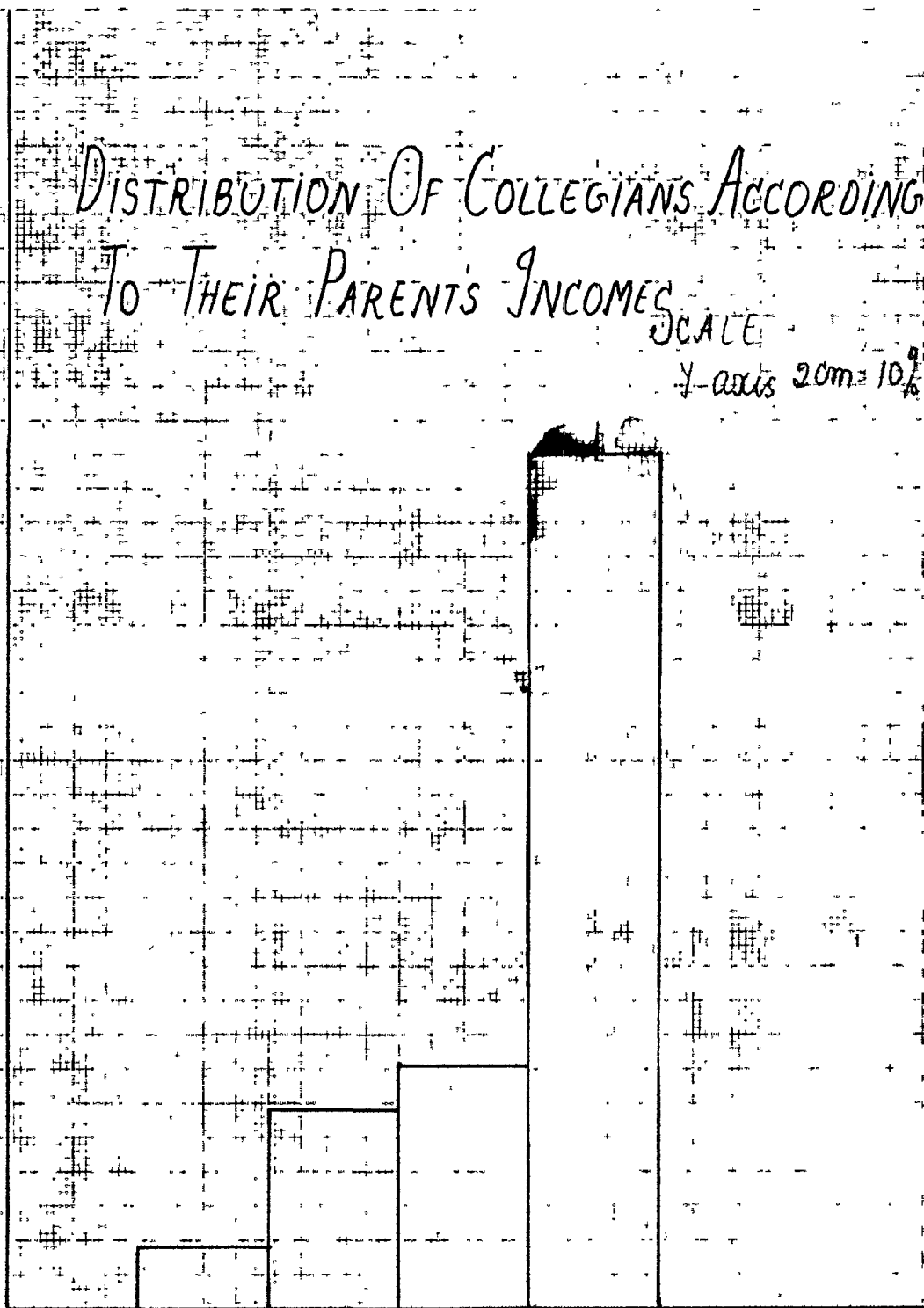
Y-axis 2cm = 10%

Students in %

60
50
40
30
20
10

below 500 500-1000 1000-1500 1500 & above

Parents' Income



ATTITUDE OF COLLEGIANS TOWARDS MAGAZINE ADVERTISEMENTS

Regularity: An incredible 142 students said that they were regular magazine readers and only 8 students gave a negative answer.

Distribution of Collegians According to their Regularity In Reading Magazines

Regularity	No. of Students	Percentage
Regular readers	142	94.7
Irregular readers	8	5.3

PREFERENCE FOR VARIOUS MAGAZINES

Respondents were asked to write the names of the magazines they read in order of preference. After, third preference, few students did not write anything indicating that they read only 3-4 magazines.

table... ..contd

Distribution of Collegians Based on Their Preference For Various
Magazines

Order of Preference	India Today	Sunday	Readers Digest	(English) Film Magazines	Competition Success review	Women's Magazines
I	25	22	20	19	18	9
II	28	22	8	16	6	14
III	7	17	11	32	12	15
IV	6	9	5	22	5	22
V	3	12	5	13	5	16

Order of Preference	Illustrated Weekly	General Magazines	Science Magazines	Sports Magazines	Urdu Magazines	Hindi Magazines
I	8	5	5	3	10	6
II	24	8	6	4	8	6
III	16	10	5	8	8	5
IV	6	6	6	4	7	6
V	10	7	5	2	2	2

Note: Figures are number of collegians.

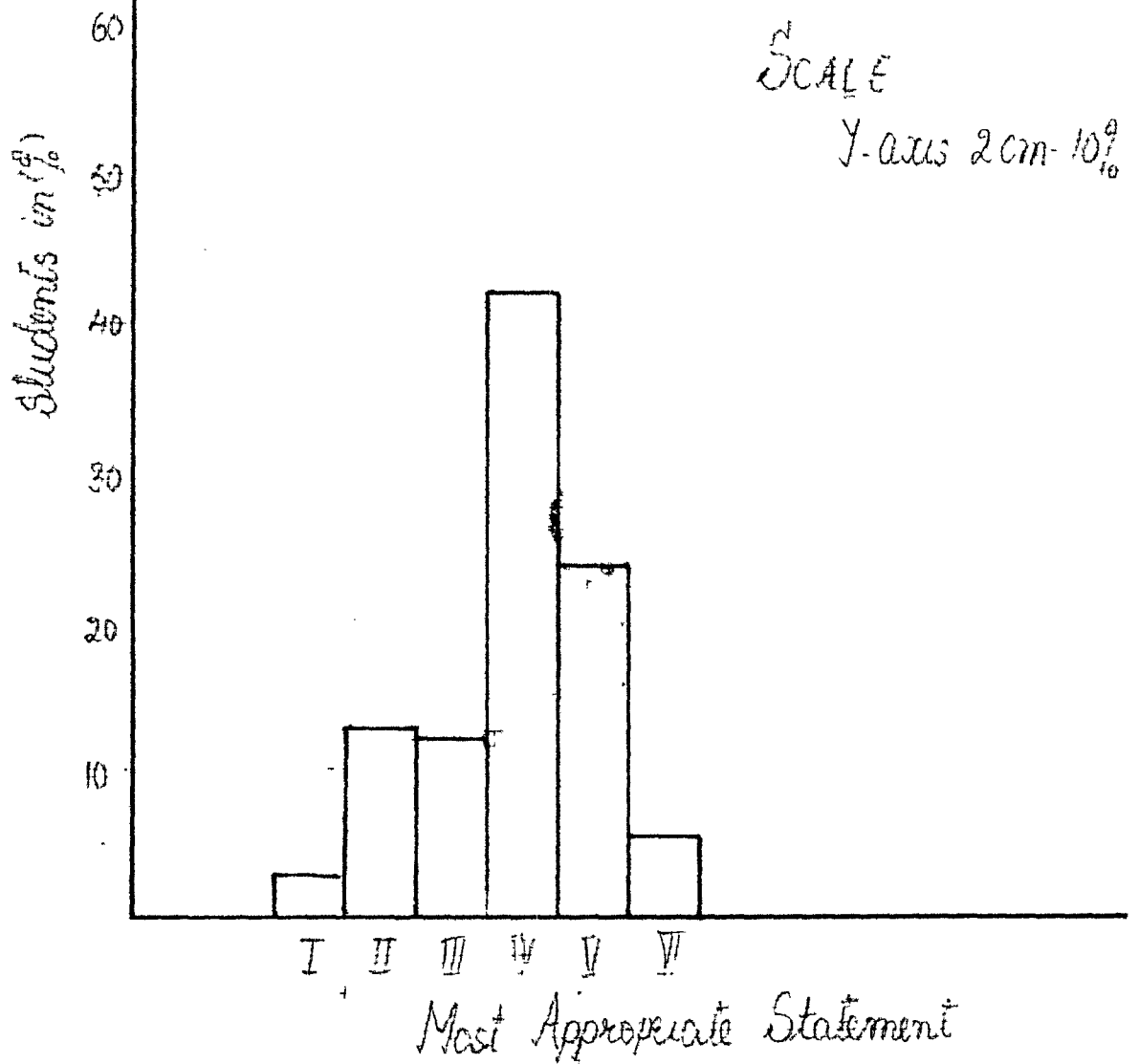
SELECTION OF MOST APPROPRIATE STATEMENT

Six statements were given and the respondents were asked to choose the one which they considered the most appropriate. Maximum number of students i.e., 66, preferred the IV statement, which is a positive attitude towards attitude. As the first three statements emphasised on negative aspect of advertising, about 26% of the students favoured it. Rest nearly 75% favoured the positive aspect of advertisement. About 15% students had an extremely negative attitude and 29% nearly, had an extremely positive attitude. Only 27% of the students said that advertisements should vanish from the magazines. 5.3% percent stated that the advertisements are highly educative and informative.

Distribution of Collegians According to Their Selection of Statement

Statement	No. of students	Percentage
I	4	2.7
II	19	12.6
III	18	12
IV	66	44
V	35	23.4
VI	8	5.3

DISTRIBUTION OF COLLEGIANS ACCORDING
TO THEIR SELECTION OF MOST APPROPRIATE
STATEMENT



ATTENTION PAID TO ADVERTISEMENTS IN MAGAZINES

Most of the collegians i.e., 52 stated that they paid casual attention towards magazine advertisements. 18.7% read magazines thoroughly and 29.3 gave a partial reading

Attention Extent of Collegians to Magazine Advertisements

Statement	No. students	Percentage
I Through reading (more than 50%)	28	18.7
II Partial reading (less than 50%)	44	29.3
III Casual reading	78	52

SIZE OF ADVERTISING COPY

It is generally argued that size, an advertising copy has tremendous effect on inquiries. The trend is towards half page and full page advertisements. Secondly detailed information about product specification, salient

DISTRIBUTION OF COLLEGIANS ACCORDING TO THEIR ATTENTION TOWARDS ADVERTISEMENTS IN MAGAZINES

SCALE

Y-axis 2 cm = 10%

Students in (%)

60

50

40

30

20

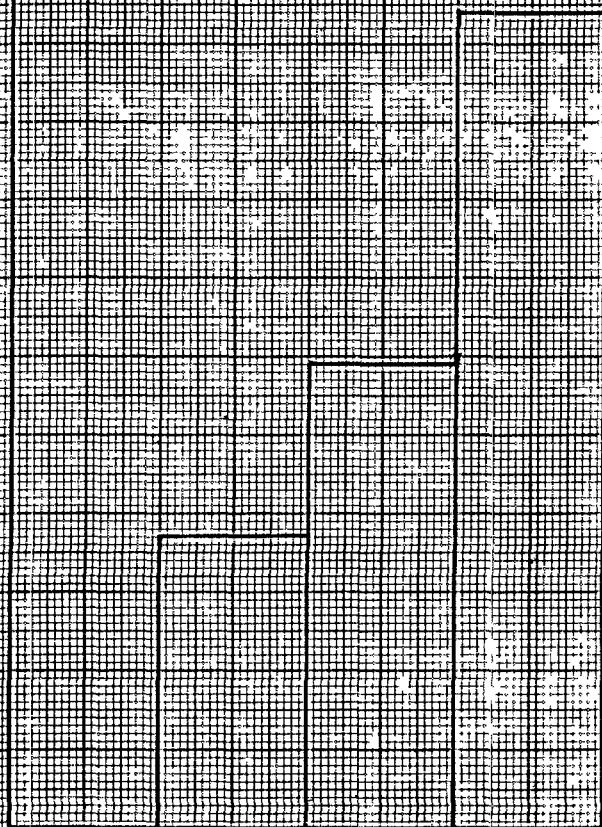
10

Readed
Mag

Assesed

Noted

Types of Readers



features and some other pertinent information may be given in bigger size advertisements.

Distribution of Collegians According to Size of Advertising
C o p y

Size	No. of Collegians	Percentage
Half page	43	28.7
Full page	97	64.6
Two pages	10	6.7

COLOUR OF ADVERTISEMENTS

Colour in advertisements influences the behaviour of individuals and may vary over a period of time.

(i) Attraction Towards Colour Advertisements

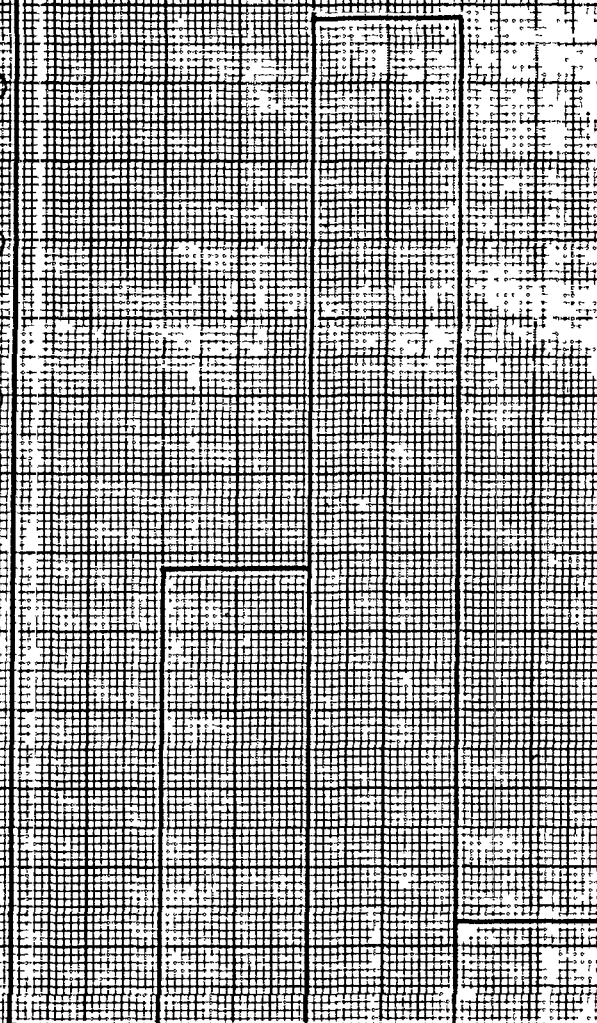
Attraction percentage	No. of students	percentage
Till 70%	52	34.6
More than 70%	98	65.4

DISTRIBUTION OF COLLEGIANS ACCORDING TO SIZE OF ADVERTISEMENT COPY

SCALE

Y axis 2 cm = 10%

Students in (%)

10
60
50
40
30
20
10

half page full page two pages

Size of Advertisement Copy

(ii) Attraction Towards black and white advertisements

Attraction percentage	No. of students	percentage
Till 50%	99	65.9
Morethan 50%	51	34.1

PERSONALITIES IN ADVERTISING COPY

Four types of prominent personalities were listed and students were asked to rank them in order of preference. Models, filmstars, Eminent persons, and sportsmen were the types of personalities involved.

Preference for Personalities in Advertising copy

Distribution of Collegians According to Their
 ———Personalities in Advertising Copy———

Order of Preference	Models	Film stars	Eminent Persons	Sportsmen
I	73	23	38	16
II	32	40	38	40
III	18	51	38	43
IV	29	35	35	51

Note: Figures are number of students.

Preference for Prominent Persons in Percentages

Order of Preference	Models	Filmstars	Eminent Persons	Sportsmen
I	48.7	15.3	25.3	10.7
II	21.3	26.7	25.3	26.7
III	12	34	25.3	28.7
IV	19.2	23.4	23.4	34

Another method for finding out the most preferred persons in the advertising copy is by multiplying number of students who rated most by 1, similarly second rating by 2, third by 3 and fourth by 4. Then adding up the numbers, ie. for models. Same procedure is adopted for filmstars, Eminent persons and sportsman. The total which sums up to a minimum is the most preferred one.

	Models	Filmstars	Eminent Persons	Sportsmen
Total	307	396	368	429
Rating	I	III	II	IV

Hence models in the most preferred item in the advertising copy, followed by eminent persons, filmstars and sportsmen.

A N A L Y S I S - II

The second part of the analysis was to study the attitude of female and male respondents towards certain features of magazine advertisements, based on their education level. As our survey had only under-graduates and post-graduates students, the task has been very simplified. We will first study the female students, both under-graduate and post-graduate, attitude towards advertisements.

Distribution of Under Graduate Students Asstitude in The Selection of Most Appropriate Statement.

Statements	No. of girls	Percentage
I	1	2
II	14	28
III	5	10
IV	21	42
V	2	4
VI	7	14

ATTENTION PAID TO ADVERTISEMENTS IN MAGAZINES

Now, the study of female under-graduates, as to what extent do they read advertisements in magazines. Maximum ie. 29 girls out of 50 were casual readers, 12 read it thoroughly and only 9 read less than 50% advertisement.

Distribution of Female Under-graduates According to Attention Paid to Magazine Advertisements

Statement	No. of girls	Percentage
I Throughout reading (more than 50%)	12	24
II Partial reading (less than 50%)	9	18
III Casual reading	29	58

SIZE OF ADVERTISING COPY

Female undergraduates mostly preferred the full page advertisements. Only 4 of them favoured two page advertisements and 14 gave vote to half page ones.

Distribution of Female Under-graduates According to Size of Advertisement

Size	No. of girls	Percentage
Half page	14	28
Full page	32	64
Two pages	4	8

STUDY OF FEMALE POST-GRADUSTES ATTITUDE TOWARDS MAGAZINE
A D V E R T I S E M E N T

Distribution of female Post-Graduates Based on Their Selection of Most Appropriate Statement

Statements	No. of girls	Percentage
I	0	0
II	4	16
III	3	12
IV	12	48
V	5	20
VI	1	4

ATTENTION PAID TO ADVERTISEMENTS IN MAGAZINES

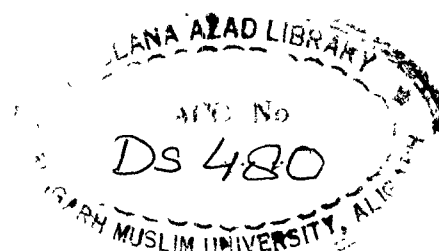
Distribution of Female Post-graduates According to Attention
Extent paid to Advertisements

Statements	No. of girls	Percentage
I Through reading (more than 50%)	6	24
II Partial reading (less than 50%)	4	16
III Casual reading	15	60

SIZE OF ADVERTISING COPY

Distribution of Female Post-graduates According to Size of
Advertisement Copy

Size	No. of girls	Percentage
Half page	7	28
Full page	16	64
2 pages	2	8



MALE POST-GRADUATES

Male post graduates were 2000 in total. The extent to which they choose the most appropriate statement is given below:

Distribution of Male Post-graduates According to Most Appropriate Statement

Statements	No. of boys	Percentage
I	0	0
II	0	0
III	4	20
IV	8	40
V	7	35
VI	1	5

ATTENTION PAID TO ADVERTISEMENTS IN MAGAZINES

Distribution of Male Post-graduate according to the Extent of Attention paid to Advertisements

contd...table

Statements	No. of boys	Percentage
I Through reading (more than 50%)	4	20
II Partial reading (less than 50%)	6	30
III Cas ual reading	10	50

SIZE OF ADVERTISING COPY

Distribution of Male Post-graduates According to Size of Advertisement Copy

Size	No. of boys	Percentage
Half page	9	45
Full page	11	55
2 pages	0	0

MALE UNDER GRADUATES

Male under graduates were 55 in total. The extent to which they choose the most appropriate statement is given below:

Distribution of Male Under-graduates According to Most Approp-
Statement /riate

Statements	No. of males	Percentage
I	1	1.8
II	2	3.6
III	5	9.1
IV	27	49.2
V	18	32.7
VI	2	3.6

ATTENTION PAID TO ADVERTISEMENTS IN MAGAZINES

Distribution of Male Under-graduates According to the Extent
of Attention Paid to Advertisements

Statements	No. of males	Percentage
I Through reading (more than 50%)	6	10.9
II Partial reading (less than 50%)	23	41.8
III Casual reading	26	47.3

SIZE OF ADVERTISING COPY

Distribution of Male Under-graduates According to Size of
an Advertising Copy

Size	No. of boys	Percentage
Half page	12	21.8
Full page	37	67.2
2 pages	6	11.0

GENERAL ATTITUDE OF OVERALL UNDER-GRADUATE COLLEGIANS TOW -
ARDS MAGAZINE ADVERTISEMENTS

1. SELECTION OF MOST APPROPRIATE STATEMENT

Distribution of Under-graduate Collegians According to Their
Preference for Most Appropriate Statement

Statement	No. of Undergraduates	Percentage
I	2	1.9
II	16	15.8
III	10	9.5
IV	48	45.6
V	20	18.4
VI	9	8.8

2. EXTENT OF ATTENTION PAID TO ADVERTISEMENTS IN MAGAZINES
BY UNDERGRADUATES

Distribution of Undergraduates/Collegians According to the
Attention Paid to the Advertisements in Magazine

Statement	No. of Undergraduates	Percentage
I Through reading (more than 50%)	18	17.4
II Partial reading (less than 50%)	22	29.4
III Casual reading	55	52.7

3. SIZE OF THE ADVERTISEMENT COPY

Distribution of Under-graduate Collegians According to the
Size of the Advertising Copy

Size	No. of Undergraduates	Percentage
I Half page	26	24.9
II Full page	69	65.6
III Two page	10	9.5

GENERAL ATTITUDE OF OVERALL POST-GRADUATE COLLEGIANS
TOWARDS MAGAZINE ADVERTISEMENTS

1. SELECTION OF MOST APPROPRIATE STATEMENT

Distribution of Post-graduate Collegians According to their
Preference for most Appropriate Statement

Statement	No. of Post-graduates	Percentage
I	0	0
II	4	8
III	7	16
IV	20	44
V	12	27.5
VI	2	4.5

2. EXTENT OF ATTENTION PAID TO ADVERTISEMENTS IN MAGAZINES
BY POST-GRADUATES

Distribution of Post-graduate Collegians According to the
Attention paid to the Advertisements in Magazines

Statement	No. of Postgraduates	Percentage
I Through reading (morethan 50%)	10	22
II Partial reading (less than 50%)	10	22
III Casual reading	25	56

3. SIZE OF ADVERTISEMENT COPY

Distribution of Post-graduate Collegians According to the
Size of the Advertisement Copy

Size	No. of Post-graduates	Percentage
I. Half page	16	36.5
II Full page	27	59.5
IIITwo pages	2	4.0

C O N C L U S I O N S O F S T U D Y

The main observations are given in the following paragraphs:

I 1. ATTITUDE OF FEMALES TUDENTS TOWARDS MAGAZINE A D V E R T I S E M E N T

An enormous percentage of girls (93.4%) were regular magazine readers. Maximum girls preferred Reader's Digest as their favourite magazine, followed by India Today, Competition Success Review, Women's Magazines like wise Women's Era, Femina and Eve's Weekly. Quite a few of them preferred English film magazines like stardust, Star & Style, Film Fare etc. Sarita, Dharmayug, Bano and Biswi Badi were fairly read by girls.

2. 43.6% of girls stated that advertisements were necessary for information reading product differentiation, 24% that magazines publish too much advertisements 12% that advertisements in magazines should be curtailed, 9.4% that ads. are necessary to keep the prices of magazines within the budget limit of a common reader. 8% that ads. are highly educative and informative in nature and only 4% wanted that magazines should not publish any magazines.
3. Maximum percentage (57.4%) were casual readers of advertisements in magazine, 24 read ads. thoroughly

and only 18.6% were partial readers. Hence maximum number of girls were under NOTED readers. 18% were ASSOCIATED readers and 24% were READED MOST readers.

4. 66.7% females preferred full page advertisements, 26.7% half page and only 6.6% wanted two pages ads. copy.
5. Over 70% of girls wanted ads. to be in colour and only 30% said that they were attracted till 70% towards colour advertisements.
6. 41.4% girls said that they were attracted towards black and white ads. to more than 50% and 58.6% girls said that they were attracted towards black and white ads. to less than 50%.
7. Models were most preferred personalities to be features in an advertisement copy, followed by filmstars, eminent persons and sportsmen.

II ATTITUDE OF MALES TOWARDS MAGAZINE ADVERTISEMENTS

1. 96% were regular magazine readers and only 4% were not reading magazines regularly.
2. Sunday was the most popular magazine, followed by India Today, Competition Success Review, Readers Digest, Illustrated Weekly and English film magazines etc.
3. 45.4% boys stated that ads. are necessary for information rearing different products, 37.4% that ads. are necessary to keep the prices of magazines within the budget limit of a common reader, 12% that ads. in magazines should be curtailed, 2.6% that ads. are highly educative and informative in nature, and equal percentage ie, 1.3% each stated that magazines should not publish any ads. and magazines publish too much ads. respectively.
4. 46.7% of boys were caused readers of ads. in magazines and they came under NOTED readers class, 40% paid partial attention and hence were ASSOCIATED readers and only 13.3% were the ones who read ads.

thoroughly and were READED most readers.

5. 62.6% of the male respondents wanted full page advertising copy, followed by 30.7% who wanted half page ads. and only 6.7% wanted two pages ads. copy.
6. 61.4% boys were attracted to colour ads. to more than 70% and 38.6% to less than 70% .73.3% were attracted to black and white ads. till 50% and only 26.7 to more than 50%.
7. Eminent personalities edged out models in one method and vice-versa in another followed by sportsmen and filmstars personalities to be featured in ads. copy.

COLLEGIANS-

III

ATTITUDE TOWARDS MAGAZINE ADVERTISEMENTS

1. 94.7% were regular and only 5.3% were irregular readers of magazines.
2. India Today was the favourite magazines, followed by Sunday, Reader's Digest, English Film magazines, Competition Success Review, Women's magazines, Illustrated Weekly, Science magazines, Sports

magazines, and Urdu and Hindi publications.

3. 44% Collegians stated that ads. are necessary for information regarding different products, 23.4% that ads. are necessary to keep the prices of magazines within the budget limit of a common reader. 12.6% that magazines publish too much ads. 5.3% that ads. are highly educative and informative, 12% that magazine ads. should be curtailed and 2.7% that magazines should not publish only ads.
4. 52% Collegians were casual readers of magazine advertisements i.e., they were NOTED readers, 29.3% were partial readers meaning they were ASSOCIATED readers and only 18.7 read it thoroughly and came under READED MOST category.
5. 64.6% wanted full page size advertisement copy, 28.6% half page and only 6.7 two pages advertising copy.
6. 34.6% were attracted to less than 70% to full page coloured ads. 65.4% more than 70% to a full page colour ad. copy. 65.9% were attract-

ed to less than 50% to a full page black and white ads. copy and 34.1% were attracted to a black and white ad. copy to more than 50%.

7. Models were most preferred personalities to be featured in ads. copy, followed by eminent persons: filmstars and sportsmen.

RESULT:

If an advertisement is placed in India Today, which is coloured and sized full page, featuring leading models, it would be the most effective ad. for impression on College Students.

IV

ATTITUDE OF FEMALE UNDERGRADUATES TOWARDS
ADVERTISEMENT IN MAGAZINES

1. 42% stated that ads. are necessary for information regarding different products, 28% that magazines publish too much ads. 14% that ads. are highly educative and informative in nature, 10% that ads. in magazines should be curtailed, 4% that ads. are necessary to keep the prices of magazines within the budget limit of a common reader, and 2% that magazines should not

publish any ads.

2. 58% respondents were casual readers, 24% read ads. thoroughly and 18% partially.
3. 64% wanted full page sized ads. copy 28% half page copy and only 8% two pages ads. copy.

V

ATTITUDE OF FEMALE POST GRADUATES

1. 48% wanted that ads. are necessary for information regarding different products, 20% that ads. are necessary to keep the prices of magazines within the budget limit of a common reader, 16% that magazines publish too much ads. 12% that ads. in magazine should be curtailed. 4% that ads. are highly educative and informative.
2. 60% were casual readers of magazines ads. 24% were thorough readers and only 16% were partial readers.
3. 64% of respondents preferred full page ads. copy, 28% half page ads. copy and 8% two pages copy.

VI

ATTITUDE OF MALE POST GRADUATES

1. 40% stated that ads. are necessary for information regarding different products, 35% that ads. are necessary to keep the prices of magazines within the budget limit of a common reader, 20% that ads. should be curtailed in a magazine, 5% that ads. are highly educative and informative.
2. 50% were casual readers, 30% read it partially and 20% read it thoroughly.
3. 55% of respondents wanted full page ads. copy and 45% wanted half page copy.

VII

ATTITUDE OF MALE UNDER GRADUATES

1. 49.2% stated that ads. are necessary for information regarding different products, 32.7% that ads. are necessary to keep the prices of magazines within the budget limit of a common reader, 9.1% that magazine ads. should be curtailed, 3.6% that ads. are educative and informative, 3.6% that magazine publish too much ads., 1.8% that

magazines should not publish any ads.

2. 47.3% were casual readers of ads., 41.8% were partial readers and only 10.9% were thorough readers of ads.
3. 67.2% wanted full page sized ads. copy, 21.8% that half page sized and only 11.0% preferred 2 pages ads. copy.

VIII

ATTITUDE OF UNDERGRADUATE COLLEGIANS

1. 45.6% of undergraduate collegians stated that ads. are necessary for information regarding different products, 18.4 favoured that ads. are necessary to keep the prices of magazines within the budget limit of a common reader, 15.8% undergraduates preferred that magazines publish too many advertisements. 9.5% wanted ads. should be curtailed in magazines, 8.8% agreed that ads. were highly educative and informative by nature and only 1.9 stated that magazines should not publish any advertisements.

2. 17.4% of undergraduates were thorough readers of advertisements in magazines and incidently READED most, 29.4% were partial readers ie., ASSOCIATED readers and 52.7% were casual readers ie., noted readers.
3. 64.5% of the undergraduates preferred a full page sized advertising copy, 24.9 wanted half page size and only 9.5 wanted two pages advertising copy.

IX

ATTITUDE OF POST GRADUATE COLLEGIANS

1. Maximum percentage of post graduate students ie., 44% stated that ads. are necessary for information regarding different products, 27.5% favoured that ads. are necessary to keep the prices of magazines within the budget limit of a common reader, 16% wanted that ads. in magazines should be curtailed, 8% stated that magazines publish too many advertisements, 4.5% tthat ads. are highly educative and informative.
2. 22% of the post graduate students read advertisements |

in magazine thoroughly ie., READED most readers, 22% read it partially ie., they were ASSOCIATED readers, and maximum 56% were casual readers ie., NOTED READERS.

3. 59.5% of the post graduate students favoured a full page sized advertising copy. 36.5% of the students wanted half page sized ads. copy and only 4.0% wanted two page advertisement copy.

A P P E N D I C E S

Questionnaire

Bibliography

Subject: COLLEGIANS ATTITUDE TOWARDS
ADVERTISEMENTS IN MAGAZINES

Dear Sir/Madam,

I am conducting a survey on "Collegians attitude towards advertisements in Magazines" for my dissertation work in partial fulfilment for completion of my M.B.A. Course. Your assistance is desired to help me an accurate and result oriented study. This questionnaire is being forwarded to you and your sincere and candid response is requested. I assure you that this is for purely academic purpose and the information received shall be kept confidential.

Yours faithfully,

(VAHAAJ A. KHAN)
M.B.A. Final Year.

-
1. Name :
 2. Age : i) below 18 ()
 ii) 18- 20 ()
 iii) 20-22 ()
 iv) above ()
 3. Sex : Male/Female
 4. Education : Undergraduate/Postgraduate
 5. Medium of Inst
 6. Parent's/guardian's Profession:
 7. Parent's/guardian's Income:

contd.....

- i) below 500 () ii) 500-1000 ()
 iii) 1000-1500 () iv) 1500 and above ()

8. Do you read magazines regularly: Yes/No

9. Please mention the names of the magazines you read in order of preference

1.
 2.
 3.
 4.....
 5.....

10. Please read the following statements carefully and put a (x) against the one which you consider to be the most appropriate:

- i) Magazines should not publish any ads. ()
 ii) Magazines publish too much ads. ()
 iii) Ads. in magazines should be curtailed ()
 iv) Ads. are necessary for information regarding different products ()
 v) Ads. are necessary to keep the prices of magazines within the budget limit of a common reader ()
 vi) Ads. are highly educative and informative ()

11. To what extent do you read ads. in magazines

- i) Thorough reading (More than 50%) ()
 ii) Partial reading (less than 50%) ()
 iii) Casual reading ()

12. In your view what is the most appropriate size of an ad. in a magazine

- i) 1/2 page () ii) Full page ()
 iii) 2 pages ()

13. What probability (%) of reading an ad. do you allocate to a full page colour, ad. black & white.
- a) Colour ()
 - b) Black & white ()
14. Who do you think are impressive in ads. Rank them in order of preference:
- a) Models ()
 - b) Film stars ()
 - c) Eminent Personalities ()
 - d) Sportsmen ()

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